MARK-C1079 - Driving Creativity and Innovation in Marketing: Consumer Insights and Creative Transformations

This class will teach students the value of creativity within an organization and specifically for marketing. Creativity and innovation are often evoked in company mission statements, but more often than not, companies fail at fostering either of them within their ranks. Students will learn to understand why and how creativity fails within organizations, and how to avoid these pitfalls. The focus of the course is explicitly on group and organizational creativity, particularly cross-functional creativity and its importance for functions such as new product development and marketing communications. Students in this course are encouraged to think of themselves as future change agents within organizations. They will learn the tools to build processes and spaces for creativity with tangible results. The overall purpose of this class is to increase students' appreciation for creativity and to how to foster it within the entire organization, especially for marketing operations.

Knowledge

- Understanding and appreciating creativity
- How and why creativity is used in marketing
- The antecedents and pitfalls of a creative marketing organization
- How to foster and effectively mobilize creativity across different marketing functions
- How creativity shapes work life and individual work practices

Skills

- Processes of brainstorming and inclusive group creativity that align different organizational players towards common goals
- Ability to apply creativity techniques to develop innovative marketing solutions (e.g., new product development, promotional efforts, etc.).
- Strategic thinking that leverages creativity
- Ability to critically assess the creative potential of an organization and its workspaces
- Ability to change an organizational culture towards embracing creativity
- Ability to create marketing strategies that take advantage of consumer creativity

Perspectives

- Organizational creativity is necessary a key organizational feature
- Creativity is not (only) an inherent 'talent based' function, rather a trainable skill
- The role of change agents and champions of creativity
- Bursting common misconceptions of creativity, such as the 'genius' myth and breakthrough technologies
- Ethical concerns of creativity, including societal issues and consumer-marketer power struggles

Content
- Brainstorming
- Various divergence and convergence techniques
- Ethnographic methods
- New product development
- Brand storytelling

Assessment Methods and Criteria:

Students will be evaluated based on their class participation (during and before lectures), individual essays, class exercises, and a group assignment. The group assignment will be the biggest contributor to the overall grade. Groups may be expected to complete peer evaluations to ensure balanced participation.

Evaluation criteria:

Class Participation		25%
Perusall	15%	
Class Participation	10%	
Short Story Exercise		30%
Story Character Outline	5% - Pass Fail	
Short Story First Draft	10%	
Short Story Final	15%	
Creativity & Innovation Group Project	45 %	
Group Report	%30	
Showcase Session	%15	

Passing the course requires completing assignments and obtaining at least 50%.

Lectures are highly interactive. Student presentations are expected. The students must prepare for each session and are assumed to participate actively in the classroom discussions.

Deadlines

Assignments	Assignment Start Date	Assignment Deadline
Group Work		
Group Presentation	5.4.2024	8.4.2024
Group Report	9.4.2024	14.4.2024
Individual Assignments		
Short Story Character Selection	5.3.2024	6.3.2024
Short Story Character Outline	8.3.2024	10.3.2024
Short Story First Draft	15.3.2024	20.3.2024
Short Story Final Draft	4.4.2024	11.4.2024

PERUSALL

Student enrollment code: GEYIK-GKVVX
Student enrollment URL: https://app.perusall.com/join/geyik-gkvvx

Perusall makes up 15% of your final grade. Your Perusall grade is calculated based on the four criteria as listed below:

Comment content	The content of the comments students post, automatically scored by Perusall's quality algorithm.	20%
Opening assignment	Breaking up work on the assignment into multiple sittings.	10%
Reading to the end	Reading the entire document.	30%
Active engagement time	Time spent actively engaging with the assignment.	20%
Getting responses	Writing comments that elicit responses from other students.	20%

COURSE SCHEDULE

Lecture 1 - Introduction

Tuesday, 27 February, 15:15 » 17:00
R001/U135a U7 PWC

Lecture 2 - The Ideagen Workshop

Thursday, 29 February, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

Part 2 Getting People Right– Chapter 4 - The Human Sciences in Madsbjerg, C., & Rasmussen, M. B. (2014). The moment of clarity: Using the Human Sciences to solve your toughest business problems. Harvard Business Review Press.

Lecture 3 – Pitch Session

Tuesday, 5 March, 15:15 » 17:00
R028/Q201 Q201 Ryhmäopetus

Readings:

The article "Better Brainstorming"

Lecture 4 - Integrative Thinking

Thursday, 7 March, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

HBR article How Successful Leaders Think: https://hbr.org/2007/06/how-successful-leaders-think

Part 1 Getting People Wrong – Chapter 2 – Business Analysis, Data and Logic - The Moment of Clarity - Navigating in a Fog - Madsbjerg, C., & Rasmussen, M. B. (2014). The moment of clarity: Using the Human Sciences to solve your toughest business problems. Harvard Business Review Press.

Lecture 5 – Storytelling

Tuesday, 12 March, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

Writing Well by Henri Weijo

Lecture 6 - Innovation and Creativity in Product Development

Tuesday, 19 March, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

The Moment of Clarity: Chapter 5, The Turnaround – Lego Case - Madsbjerg, C., & Rasmussen, M. B. (2014). The moment of clarity: Using the Human Sciences to solve your toughest business problems. Harvard Business Review Press.

The Moment of Clarity: Chapter 6, Product Design – Coloplast - Madsbjerg, C., & Rasmussen, M. B. (2014). The moment of clarity: Using the Human Sciences to solve your toughest business problems. Harvard Business Review Press.

Lecture 7 – Guest Lecture by Alku Siren

Thursday, 21 March, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

The Brand Bureaucracy and The Rise of Sciency Marketing in Holt, D., & Cameron, D. (2012). Cultural strategy: Using innovative ideologies to build Breakthrough Brands. Oxford Univ. Press.

Lecture 8 - Ethnography and Creativity

Tuesday, 26 March, 15:15 » 17:00
R001/U135a U7 PWC

Readings:

Ethnography Matters: Why Big Data Needs Thick Data: https://medium.com/ethnography-matters/why-big-data-needs-thick-data-b4b3e75e3d7

R. Denny and P. L. Sunderland Practica Group, LLC 2002 What is coffee in Bangkok?

Cayla, J., Beers, R., & Arnould, E. (2013, December 19). Stories that deliver business insights. MIT Sloan Management Review. https://sloanreview.mit.edu/article/stories-that-deliver-business-insights/

Lecture 9 – Showcase Session

Tuesday, 9 April, 15:15 » 17:00
R028/F102 F102 Ryhmäopetus

Readings:

Chapter 8 - How to Lead to Your Moment of Clarity - Madsbjerg, C., & Rasmussen, M. B. (2014). The moment of clarity: Using the Human Sciences to solve your toughest business problems. Harvard Business Review Press.

HBR: How to Kill Creativity: https://hbr.org/1998/09/how-to-kill-creativity